

DISPLAY TYPOGRAPHY AND ART CATALOG NUMBER TWENTY TWO



#### **House Pop Art Collection**

We know you've been secretly admiring all of those House Industries promos with the original painted Illustrations. Now we've brought a generous sampling right to your desktop with our new House Pop Art CD. With 30 full color high resolution images, Pop Art has everything you need to put the final touches on your next layout. These royalty free images are 400 dpi CMYK tiff files at an average of eight inches square, so you've got plenty of resolution to cover a full-page. Just think of how many clients you can satisfy for \$150 ... just don't let 'em see this catalog.

HOUSE POP ART......\$150

#### **Custom Illustration Work**

Don't see what you need in this new collection? House 'artiste' Adam Cruz is standing by with his beret, brush and palette waiting to paint a custom illustration for your next project. There's no stupid Photoshop tricks here, just good old-fashioned paint and canvas. Call today at 800-888-4390 or fax over your layout and usage requirements to 302-888-1650 and we'll work you up a nice price.







#### House 3009 Space Font Kit

Based on intelligence gathered by a deep space investigative probe, House Industries presents the House 3009 font kit. This intergalactic collection originates from complex alien signals which have been decoded, phonologically transliterated and returned to earth as proprietary letter forms. The kit includes eight fonts, 99 dingbats, six patterns, a scale replica of the House 3009 spacecraft (pictured above) as well as a crew uniform t-shirt. The multi-session CD-ROM contains House 3009 font data plus seven Peter Thomas remix tracks from Coldcut, Stereolab, Yoshinori Sunahara, John McEntire and more courtesy of Bungalow records.

HOUSE 3009 FONTS......\$175

OUTERSPACE
SOLSSESSES
SPACEPORT
cyberspace

SPACEAGE LIGHT SPACEAGE BOLD

SPaceage Heaus



Outerspace

### **WARP BACK TO PARTH**

AaBbCcDd2effGgHhiiJjKkLlMmNnOoPpQqRrSsTtUuV

Cyberspace

### barbarella abcdefghijklmnopgrstuvwxyz0123456

Spaceport

CLORKING DEVICE
RABCODERFGHIJKLMNOPQRSSTUVWXXYZ

Solarspace

## SPREE FRENZY

RBCDEFGHIJKLMNOPORSTUUWKY20123

Spaceage Light

HYPERSPACE BULLOF

AABBCDEEFFGGHIJJKLLMMNNOPQRPST6UUVWHYZZO1Z94

Spaceage Bold

## Stereolab

ABCDEEFFGGHIJJKLLMMNOPPQRPST6UUVWWX9Z2D128

Spaceage Heavy

### Hal 9000 computer

Spaceage Black

## megatron

AABCOEEFGGHIIJKLLMMNNOPQRPST&UUVWXY2012345

Vectagram Dingbats and Stereograph Patterns















# EXOTICA

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZzI23

Tiki Sands

The Best of Martin Denny
AabbooddeeffgqHhijjkklimmnnooppggresstyuuvwwxxyy2z12345

Tiki Palms

COCKTAIL SPECIAL
ABCDEFGHIJKLMNOPORSTUVWXYZ12345678901@#\$%28\*()=+?[]{}/

Tiki Island

### THE POLYNESIAN VILLAGE

AabcdeeffgHijKLMNopQRPSTtUUVWXYZ0123456789!@#\$%^&\*()=+?

Tiki Hut

#### DUTRIGGER MOTEL

ABCDEFGHIJKLMNOPQRSTUYWXYZO123456789!@#\$%%\()=+?[]{}/

Tiki Wood

## HAWAMA

AVABCCODECATEGRAVILJAKLUMMNVODAPQQARSS

Tiki Holiday

Vacation at the Kona Kai

Tiki Surf

Surf tunes from the Ventures

AaBbCcDdEeffgghhlijjkkllmmnnooppQqRrSsTtUuVvWwXxYyZz1234567890!?@#\$%

Native Art





#### The Tiki Type Font Collection

Casual Tiki Type users may limit these typefaces to luau invites or hipster cocktail lounge logos, but this versatile collection can add an exotic look to any mainlander's layout. In addition to eight fonts and a Native Art collection, you get a genuine TIKI TEE in our exclusive Tiki idol packaging plus 12 surf tunes on a multi-session CD from Estrus Records including Man or Astroman, Impala, Volcanos and more!

TIKI TYPE.....\$150

Tiki Magic TIKI HUT
TIKI ISLAND Tiki Sands
TIKI PALMS TIKI WOOD
Tiki Holiday Tiki Surf





#### The House-a-rama Font Kit

The House-a-rama collection features typefaces inspired by the "googie" style that defined bowling alley architecture and signage of the Fifties. In an effort to preserve the "modern" visuals associated with the sport of bowling, we proudly offer this nifty little red bowling bag filled with 54 dingbats, three fonts and 14 clip-art illustrations that are guaranteed to keep you sharp and on top of your game. Add the "look of tomorrow" to any layout with one of the four Tenpin patterns featured in this kit. Each pattern is in font format, so creating and colorizing them is as easy as typing a few characters. Roll a bit of suburban kitch into your next design project with this House Industries pro-shop favorite.

HOUSE-A-RAMA.....\$100

#### STRIKE! KINGPIN

League Night \*># \* \* \*





Strikel

# ATOMIC

ABCDEFGHIJKLMNAPARSTUVWXYZA123456789

League Night mae aaBbCcDdEe7fGgHhIiGjKkLeMmNnOoPpQqRr

Kingpin

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Gutterball Dingbats



High Roller Clip-Art



Tenpin Patterns











House Script Soniol AaBbCcDdEeFfGgHhliJjKkLl MmNnOoPpQqRn

House Brush

CUSTOM CAR MAGAZINE ABCDEFGHIJKLMNOPORSTUVWXYZ0123456789!@#\$%

House Showcard

# DELUXE

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345678

House Informal

SIR ESTRUS QUARTERLY ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%

House Casual

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQgRn

House Upright

## TODAY'S LUNCH SPECIAL

ABCDEFGHIJKLMNOPORGTUVWXYZ0123456789!@#\$%

Ad Clip-art





#### The Sign Painter Font Kit

For decades, the handletterer's craft has been indispensable to the advertising and design trades. As prevailing tastes changed and new technologies emerged, commercial art saw the fateful demise of this lost skill. Now, House Industries is proud to offer the Sign Painter font kit, a collection of six timeless display typefaces along with an assortment of eyecatching advertising type treatments in eps format. In addition to a scripty House Sign Painter t-shirt, we've also included the handy Lil' Al's Brush utility. Named after Lil' Al, the man whose signwriting inspired this font collection, Lil'Al's Brush automatically connects ligatures and gives the two scripts in this kit a true hand-rendered look.

SIGN PAINTER FONTS......\$150

House Casual HOUSE SHOWCARD HOUSE BRUSH

HOUSE UPRIGHT HOUSE INFORMAL House Script









#### The Typography of Coop Kit

The amazing hand-rendered lettering from Coop's famous silk-screened rock posters can now be yours! This devilishly clever font collection includes eight versatile display typefaces derived from Coop's morally bankrupt yet aesthetically rich portfolio of artwork. If the eight fonts aren't temptation enough, we've sweetened the pot with a custom Coop cigar box, a one-of-a-kind Typography of Coop Zippo® lighter (available only in this House font kit), a big La Plata cigar (hand picked by Coop himself) and a black Typography of Coop t-shirt. There's no need to sell your soul for truly animated typefaces when you can make a deal with House Industries for just \$199.

THE TYPOGRAPHY OF COOP.....\$199

COOP BOLD
COOP LIGHT
Coop Flaired
COOP FORGED

COOP BLACK COOP HEAVY COOP LATIN Coop Condensed Coop Bold

## BLUES EXPLOSION

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&\*?

Coop Light

### The Devil's Advocate

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvW

Coop Flaired

# Hatesville

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWw

Coop Condensed

## THE PHANTOM SURFERS

AaBbCcDdEeFfGgHhliJjKkLIMmNnOoPpQqRrSsTtUuVvWwXxYyZzO123456789

Coop Black

#### MINISTRY ABCDEFGHIJKLMNOPQRSTUVWXYZ

Coop Heavy

## Southern Culture

AaBbCcDdEeFfGgHhiiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Coop Latin

# SUPERCHUNK

ABCDEFGHIJKLMNOPORSTUVWXYZ0123456789!@#\$%&

Coop Forged

Rock Posters by Coop

AaBbccDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUUVVWWXXYyZz



# DRACULA

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345678

Voodoo Hous

SHRUNKEN HEADS
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345678

House of Terror

## THE LIVING DEAD

AaBbCcDdEeFfGgHhliJjKkLlMmNn0oPpQqRrSsTtUuVvWwXxYy

House of Death

# WOLFMAN

ABCCDEFGHIIJJKLMNOOPQQRRSTTUVWXXYZ0123456789!@#\$%

Spookhouse

## Teenage Zombies AaBbccddEeFfGgHh JijjKkLIMmNnooPpQqRrssTtUuVv

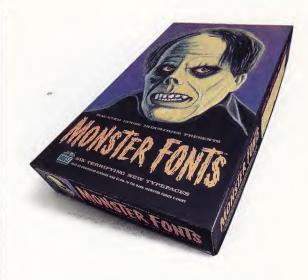
House of Horror

# FRANKENSTEIN

AABCDEEFGHIIJKLMNOOPQRSTUVWXYZ0123456789!@#\$%

Graveyard Goodies





#### The Monster Font Collection

No coffin can hold them! No chains can restrain them! No door can bar them! If you shock easily, turn the page! Prepare yourself for six terrifying typefaces that have been resurrected from the grave by Haunted House Industries with the help of the evil mad scientist David Coulson. Inspired by the horror movie and monster craze of the 1960s, these six typefaces are sure to strike fear into the hearts of any potential reader. This typographical nightmare also includes 22 graveyard goodies in eps format. To make things even scarier we're also throwing in a glow-in-the-dark Phantom of the Opera t-shirt and an authentic '60s-style "Aurora" package. From first glance to last gasp, the Monster Fonts can wake you up from any number of design nightmares.

MONSTER FONTS......\$150

HOUSE OF HORROR HOUSE OF DEATH
SPOOKHOUSE House of Terror
VOODOO HOUSE HAUNTED HOUSE







#### The Rat Fink Font Collection

Hike yer eyeballs on this, man! You too can gas up your layouts with these eight way-out typefaces based on the krazy hand lettering style of the man himself, Ed "Big Daddy" Roth. Peek under the hood and you'll see that we shoehorned 32 eye-poppin' eps Monster Icons between the fenders. Big Daddy said we should astopped there, but we had to throw in a genuine Rat Fink Fonts t-shirt and wrap it all up in this kookie '60s-style model box. So, like get yer wallet out and order up some Rat Fink Fonts today!

RAT FINK FONTS......\$150

FINK SANS
FINK BOLD

Fink Brush FINK CAGUAL

FINE GOTHIC

Fink Condensed

Fink Heavy Fink Roman



Fink Casual

## THE KRAZY PINSTRIPER ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567891@#\$%

Fink Bold

## DRAG RACING

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567

Fink Roman

## Showcars of the '60s

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu

Fink San

## SURF BOARDS

ABCDEEFFGHIJKLMMNOPPORSSTTUVWXYZ0123456789!@#\$

Fink Gothic

POWERED BY CHEVY
ABCDEFGHIJKLMNOPQRETUVWXYZO12345G789

Fink Heavy

## Beatnik Bandit

AaBbCcDdEeFfGgHhIiJjKKLlMmNnOoPpQqRrSsTtU

Fink Condensed

LIKE DIG THOSE KOOKIE SOUNDS
AabbCaddeef@ghhidjkkllmmnnooppqgrssttuuvvWwxxyyzq0123456789]@#\$%^&\*()

Fink Brush

## Airbrushed t-shirts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnGoPpQqRrSsTtUuV







Haulinhouse

# DISCO

ABCDEFGHIJKLMNOPQRSTUVWXYZ012345

Vantasyhouse

# VHN HSTIC

ABCDEFGHIJHLMnopqrstuvwxyz0123456789

Machohouse

# TRUFKIN

**ABCDEFGHIJKLMNDPQRSTUVWXYZDIZ34** 

Powerhouse

# 5月月

RBCDEFGHIJKLMNDPQRSTUVWXY20123456

Slickhouse

## KARATE

ABCDEFGHIJKLMNDPQRSTUVWXUZ

Trickhouse





#### The House Streetvan Font Kit

Young or old, male or female, people from all walks of life are joining the vanning craze that's sweeping the nation! Whether you're taking a weekend trip to the beach or just out "trollin' for tuna," the Street Van's six "hopped-up" typefaces have the power to leave your competition laggin' and the looks to leave 'em gaspin'. We originally drew these characters as type treatments for the now famous Custom Papers Group swatchbooks and promotions a few years back. Due to popular demand, we developed these six head-turnin' typefaces and this full-custom Street Van packaging for those vanners looking to add a little "flair" to their layouts. Lou's standing by right now with his hot glue gun waiting to build a custom cardboard Street Van just for you!

STREETVAN FONT KIT......\$150

VANTASSHOUSE

POWERHOUSE

SLICKHOUSE

MACHUHUUSE

HAULNHOUSE

TRICKAUUSE





#### The House Gothic Font Family

The House Gothic family is a revival of a midcentury typeface based on original renderings by journeyman commercial artist Alger Zitcus. While his career culminated in the late 1960s with an untimely death, Zitcus' typographic legacy lives on in the House Gothic collection. This "mod" 13-font family includes four alternate lowercases in light and bold versions plus black and 3-D weights.

HOUSE GOTHIC.....\$100



#### The Bad Neighborhood Fonts

Yes sir, now you too can pack heat with The Bad Neighborhood font kit! The Bad Neighborhood features the infamous Crackhouse (the font everyone loves), eps clip-art, eight other beat-down typefaces and a Bad Hood t-shirt. Whether you need a font for a disaster video/caught on tape TV show title, pro-wrestling logo or any other promotional type treatment requiring the look of urban decay, the Bad Neighborhood is where you've gotta be.

THE BAD NEIGHBORHOOD......\$150

#### HOUSE

www.houseindustries.com

Telephone orders call toll free: 800-888-4390

## HOUSEGOTHIC LIGHT

AaBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789

## HOUSEGOTHIC BOLD

AaBbCcDdEeFfGqHhliJiKkLIMmNnOoPpOqRrSsTtUuVvWwXxYuZz0128456789

AABCDEEFFG9HIJKLMNOPPQRPSSTGUUVWXYZ0123456789

# CRACKhouse

AaBbCcDdEeFfGgHhliljKkLlmmnnooPpQqRrSsTtUuVvWwXx

## Dirtyhouse AABBCCDdEeFfGg...dijikkLIMmnnooppqqrrsst

OPENHOUSE

### Burnthouse

HOUSEARRES

ABCDEFGHIJKLMNUPQRSTUVWXYZ0123

#### **Badhouse Bold**

AaBbCcDdEeFfGgHhliJiKkLIMmNnOoPoQoRrSsTtUuV

### Badhouse Lig

Condemanduse
ABBCCDEEFFGFHIIJIKELIMMNOOPPQQRFSST



# HARDCORE

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!



ALL AGES
ABBCcDdEoFfGghhlijiKkllMmNnOo

REJECT



DISENGAGE



WONDERFUL

CORROSION
ABCOLEFGALIRLAMOPORSTUV

WHITEHOUSE

CRUCIFIED

HARDCORE CLIP ART



INSIDE OUT



FREE SHOW

release



## NASTYHOUSE

ABCOFFGHIJKLMNOPQRSTUVWXYZ01234567

BLOCKHOUSE Addadad Der Ferender Hankunmmnnosep

ashyhouse

WRITTENHOUSE
ABBBOODDEEFEGHTATISTERS THE MENONE OF PROPERTY OF THE PROPERTY OF

Light HoUSe

2 CKOOLHOUSE ABCDEFGHIJKLMNOPORSTUVWXY20123

Stitlevelhouse
abedefghijklminopgrstuvmxyz12241567870!

HOUSETRAINED AABBECD>EEFFGGHAIIJKALLMMANOOP,QGFRSS





#### The Flyer Fonts CD Collection

Whether you're a "scenester" or just need some inspiration for your next "extreme" ad campaign, these 18 fonts and 22 clip art images will give any project that hardcore look. We've packaged the whole lot on a multi-session CD with 22 punk rock favorites from Suicidal Tendencies, Circle Jerks, Bad Brains, Cro-Mags, Dag Nasty, 7 Seconds and more!

FLYER FONTS......\$99



#### **House Scrawl Font Collection**

In public places throughout the world lie the most spontaneous forms of typography. You've seen the scrawl of impromtu messages carved into wooden desks, scratched into the enamel of bathroom stalls and written inside of phone booths. House Industries is proud to offer the Scrawl font collection with 12 legible, slightly inconsistent PostScript typefaces plus the "Household Items" clip-art font and the sketchy looking Scrawl House Factory t-shirt.

SCRAWL FONTS......\$175





#### The House Latino! Font Family

So named for their wedge-shaped serifs, Latin type-faces became synonymous with the renewed popularity of Afro-Cuban sounds in the American music scene during the '50s and early '60s. Whatever the case may be, the revival of these exciting typefaces is due to the efforts of House "artista" Christian Schwartz. True to their colorful history, they still retain the same buoyancy and irresistible charm as their predecessors.

LATINO!.....\$75



#### The House General Collection

From the ubiquitous to the ridiculous, chances are you'll find an appropriate font in this rare ensemble to help you face a variety of design challenges. Like 'em or not, these classic House Industries originals have been a mainstay of American advertising since their introduction in 1993, and, much to the chagrin of the "design establishment," show no signs of fading any time soon. We are now offering the General Collection (every font listed to the right) for only \$250. That's less than five bucks a font!

SINGLE FONT......\$50

GENERAL COLLECTION (52 fonts)......\$250 Includes House Factory logo t-shirt



www.houseindustries.com
Telephone orders call toll free: 800-888-4390

Samba

## Esquivel

**AaBbCcDdEeFfGgHhIiJjKkLlMm** 

Rumba

# MADNESS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt

Latino! Clip-art



**CRACKhouse** 

RANDUMHOUSE

RODOHOUSE

Wuthous, E

Housepartu

Birdhouse

CLUBHOUSE

Housecut

WESSAHDUZE

SECONDENSIS

*3033*66M0056

Pollhouse

нолгерги

BEACHOUSE

KATHODSE STAMLE HOUSE

OutHouse

FUNHOUSE

Housemaid

Cleanhouse

TK 88 HOUSE

SIOPHOUSE

Firehouse

PLayHouse

SCUBYZHOUSE

WHACHOUSE

HOUSEPAINT

CHOPHOUSE

FRATHDUSE

Poolhouse

COFFEEHOUSE

StrAwHoUsE

HouseSawce

00000

COUNTRYHOUSE

RRICKHOUSE

WAREHOUSE

Bi Chouse

HDUSEMIX

Rougthouse

MADDHOUSE

PUSHOUSE

PRINTHOUSE

STAKEHOUSE

Roundhouse

STUDThouse

HOUSEBROKEN

HOUSECOPY

**FUNKHOUSE** 

Doghouse

HATEMAA HÕNEE

#### HOUSE INDUSTRIES FONT PRODUCT ORDER FORM

SHIPPING  UPS Ground: \$6 (USA only)
SHIPPING  UPS Ground: \$6 (USA only)
□ UPS Ground: \$6 (USA only) □ Canada (ground): \$15 □ Second Day: \$12 (by 3pm) □ All International: \$35 □ Next Day: \$24 (by 10:30am) □ Email domestic: \$6 □ Saturday: \$35 (USA only) □ Email foreign: \$10  SITE LICENSING House Industries software is automatically licensed for use with a single output device in conjunction with a maximum of 5 CPUs. Each location and/or entity must purchase a separate license, starting with the first device. The upgrade price is calculated as a percentage of the original
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• 3rd to 10th printer with 11 to 50 CPUs: add 20 percent for each printer or each 5 CPUs
• 11th to 25th printer with 51 to 125 CPUs: add 15 percent for each printer or each 5 CPUs
<ul> <li>26th to 50th printer with 126 to 250 CPUs: add 10 percent for each printer or each 5 CPUs</li> <li>51st printer and over with 251 CPUs and over: add 5 percent for each printer or each 5 CPUs</li> </ul>
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#### House Magazine Subscription

Nurture your drive for individual expression with House magazine, the bold and stylish publication from House Industries. If you're the culturally subversive type who thumbs his nose at the established norms concerning taste, then you'll find House magazine to be an indispensable addition to your periodical library. Each exciting issue is a compact compendium for the fashion conscious. So whether you're just looking to boost your self-image or you're already an aspiring taste-maker, you'll learn what countless other House readers already know: House magazine represents the voice of a new epoch. We sold out of issue number one and future issues are sure to go fast. Subscribe today!

ONE YEAR SUBSCRIPTION.....\$14





House Industries P.O. Box 30000 Wilmington, DE 19805-7000

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#### www.houseindustries.com

Download the latest in digital display typography for your computer today.